



TOM CARTER'STM HUCK'S LANDING GAZETTE

AUTUMN 1983

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VOLUME I No. 2



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Limited Edition Huck's Landing Poster #2

Huck's Landing Licensing Show~Stopper



Ol' Mudd congratulates Tom Carter on a successful debut at Licensing Showcase '83.

When the doors opened on Licensing Showcase '83 in New York last June, visitors were more than a little stunned. There to greet them as they rounded the corner into the exhibit hall were Alfie, a nine-foot-tall Pirate Bird; Ol' Mudd, a crusty old mud turtle; and a Mississippi river scene.

It was hardly a typical trade show exhibit, but then Huck's Landing is hardly a typical licensing project. The fact is, Huck's Landing is the most ambitious licensing program ever launched.

Masterminded by California entrepreneur Tom Carter who, with Alfie and Ol' Mudd, was on hand to say hello to show visitors, Huck's Landing is a broad-based, multi-media project that combines more elements than any other licensing venture ever—theme parks, major motion picture, TV series, live revues and touring shows, a large scope of publishing and recording, multi-million-dollar promotional support plan and a comprehensive licensing program. All facets will roll out stateside first, expanding to international proportions later.

When Huck's Landing was unveiled at the New York show, the fabulous display, created by Exhibitgroup New York, drew non-stop crowds throughout the two-day event. The one-of-a-kind exhibit incorporated number of elements from the Huck's Landing story,

and the scenic environment vividly recreated the lush landscape of the Mississippi, complete with a dimensional replication of Ol' Mudd's treehouse.

"We knew that the display would be an attention-getter," explains Michael Sisson, President of Sisson Associates, exclusive worldwide licensing representative for Huck's Landing. Sisson and Executive VP Catharine Bushnell collaborated with Exhibitgroup New York in designing the unique concept.

Sisson has orchestrated a full-scale publicity program around the Huck's Landing launch, and he describes response so far as "incredible! We've just started licensing Huck's and the phones haven't stopped ringing. We're getting calls every day from top manufacturers eager to join the group. They recognize immediately, as we did, that Huck's Landing is a true licensing classic in the making."

Bushnell says that retailers are showing considerable interest in the project as well. "Buyers want to find out more about the program and timetable, and they want to know when and where they can get product. The retailer response from just the first issue of the Huck's Landing Gazette has been amazing. We'll be putting together a range of innovative in-store support elements when product starts rolling out next year. We'll be working with stores on a direct basis to maximize the impact of Huck's Landing at the retail level."

Sisson adds, "This is one property both consumers and the industry alike are really going to get excited about!"

Mudd Plays Host To N.Y. Press

The New York press turned out en masse when Ol' Mudd hosted his first press conference and luncheon in June.

Following his unprecedented success at Licensing Showcase '83, Mudd entertained over 60 editors and publishers at New York's famed Joanna restaurant. Among the guests were representatives of such luminaries as Madison Avenue Magazine, Business Week, Forbes, and The New York Times, to drop just a few names.

Arriving guests were greeted by Ol' Mudd himself, shaking hands and escorting them onward to the beautifully decorated club, where Alfie the Pirate Bird awaited, urging everyone to sample the tempting Southern-style libations—mint juleps, ramos gin fizzes, and Mudd's own secret recipe Swamp Water.

When it came time for the presentation, Mudd, predictably, was too busy to do the honors himself, so he passed the job off to his good friend, Michael Sisson. Michael welcomed everyone and introduced Huck's Landing creator Tom Carter, who outlined his ambitious multi-media project. Carter spoke about the regional theme parks planned for the near future, and the massive Huck's Landing entertainment complex scheduled for 1986 in Las Vegas.

Don Payne, Vice-President in Charge of Production at Tom Carter Productions, provided details of Huck's



Ol' Mudd contemplates his portrait in pastry, created for his press party at Joanna.

Landing, the full-length animated film, now in full swing at the west coast studio.

Pat McBride, who is working with Carter on the record development end of the project, gave a preview of musical things to come.

Sisson announced the first Huck's Landing licensing agreement with toy and gift giant Wallace Berrie. Adrienne Weiss, Corporate Licensing Manager for Berrie, previewed her company's plans for a major Huck's product launch.

Also on hand for the day's events was Anne Cohn, Executive Director of the National Committee for the Prevention of Child Abuse. Carter made his support and the support of the entire Huck's Landing family official by presenting Cohn with a check for \$10,000.

Following the presentation, editors and turtle alike feasted on sumptuous New Orleans cuisine—shrimp creole, chicken piquante, New Orleans salad, and piping hot biscuits and corn bread. Needless to say, there were no leftovers.

Then, the pièce de resistance—a giant cake in a stunning replication of Ol' Mudd himself, masterfully rendered by renowned pastry chef Rosemary Littman. Many a diet was brought to an untimely end by the luscious confection.

Capping the festivities was a special drawing for a weekend for two in New Orleans. Tom Carter drew the winning ticket from the barrel, and Andy Lucchesi, of **HFD-Retailing Home Furnishings** was the lucky winner.

Each guest received an original Huck's Landing 'cel', signed by Tom Carter, and the members of the press returned to their typewriters (and word processors) full of creole and cake, and Swamp Water and support for Huck's Landing.

Did such rousing success go to Mudd's head? You bet! It was a full three days before he could get it back in his shell! 🐢

Huck's Landing Licensing Officially Underway

"Huck's Landing has an excellent shot at becoming something truly meaningful and lasting, and we're thrilled to be a part of what may well be licensing history in the making!"

Adrienne Weiss is excited about Huck's Landing, and with good reason. With the formulation of an exclusive licensing agreement, her company, toy and gift giant Wallace Berrie, becomes the official first licensee for Huck's, inaugurating one of the biggest merchandising drives in the history of licensing.

The force behind the Smurfs™ phenomenon in the U.S., Wallace Berrie plans an all-out product launch around Huck's Landing, an extensive line that will include plush toys, PVC figurines, ceramics and a broad range of gifts and collectibles; over 100 SKUs total. Weiss, Corporate Licensing Manager for Berrie, says that some products could reach retail shelves in time for Christmas '84.

Weiss says that she's particularly enthusiastic about the Huck's Landing project. "When we first began to discuss the property with Sisson Associates, it was immediately apparent to us that here was a licensing project of enormous scope, with potential for tremendous world-wide visibility—the kind of visibility that's key to a successful licensing program. The elements are all there: theme parks, a major motion picture, a solid story line and wonderful characters that translate beautifully into product."

New York City-based Sisson Associates is the exclusive worldwide representative for Huck's Landing. Sisson VP Catharine Bushnell shares Weiss's enthusiasm about the Huck's Landing/Wallace Berrie deal. "We're absolutely delighted. Wallace Berrie is a licensor's dream—the kind of company that really gets behind a property with a first-class effort. Their distribution and overall market penetration are enormous."

Weiss adds, "We're very grateful to Sisson Associates for giving us the opportunity to get on board this very special project," also noting that the Wallace Berrie line will feature all the principal characters from the Huck's Landing story: Huck, Ol' Mudd, Missy, Belvedere, Beulah, and The Pirate Birds: Alfie, the Colonel, Tracy and Pierre LeBeaque.

The largest producer of plush toys in the world, Wallace Berrie is a privately-held company with offices and manufacturing facilities in the U.S., Hong Kong, Korea and Taiwan. The firm employs 35 individuals in its marketing and design department and its 135 staff sales representatives service over 25,000 retail accounts in the U.S. alone, penetrating virtually every channel of distribution, from gift and toy stores to discount chains and department stores. 🐢

Smurfs and related characters are trademarks of The Wallace Berrie Company, Inc.



BEHIND THE SCENES AT

The most awesome element of the Huck's Landing project and the fulcrum of the ambitious multi-media venture is a network of unique regional theme parks slated to mushroom around the country. The pilot park, in development now, could bow as early as '84.

Heading up the Huck's Landing theme park venture is Jim Benson, Vice-President of Project Development for Tom Carter Enterprises. Benson and his team are working with top developers and architectural firms around the country for site selection and design.

Born and raised in Iowa, Benson did a ten-year stint with an architectural firm in Florida, specializing in theme park design, before making the move west three years ago to join the Carter organization. Benson says he's especially in tune with the Huck's Landing project. "I had a real Huckleberry background myself,

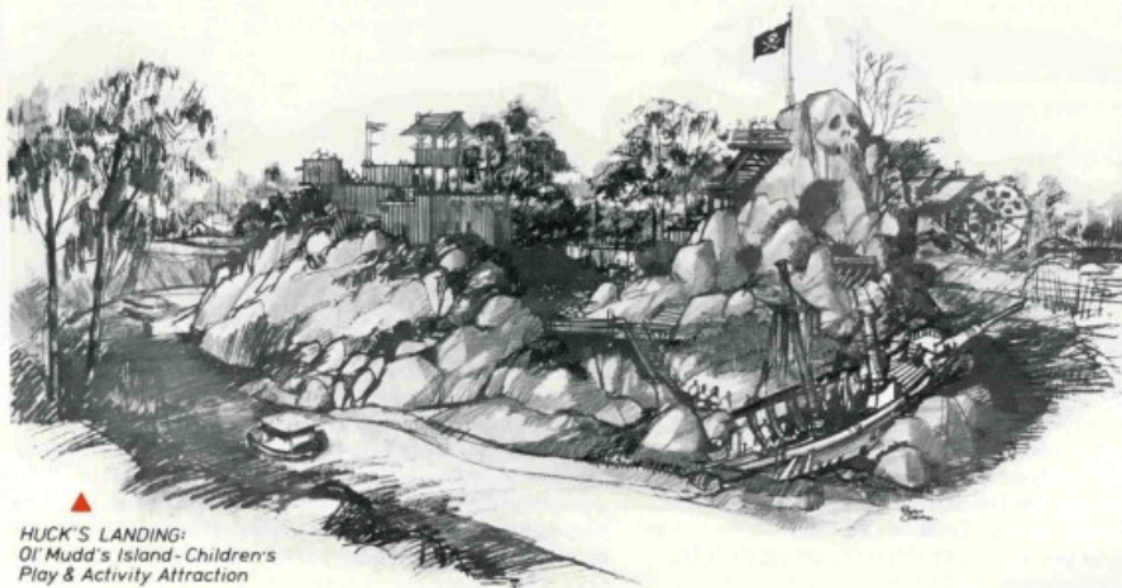
so it's particularly gratifying to be developing themed environments that will give kids the same sensations I had when I was growing up in the country."

No two Huck's Landing parks will be exactly the same. In fact, each park will be specifically tailored to its location and prospective visitor program.

"The beauty of the concept is the flexibility. We can build to suit any market," Benson notes, "anything from a small indoor, controlled environment on an acre and a half to a full-scale park encompassing 14 acres or more."

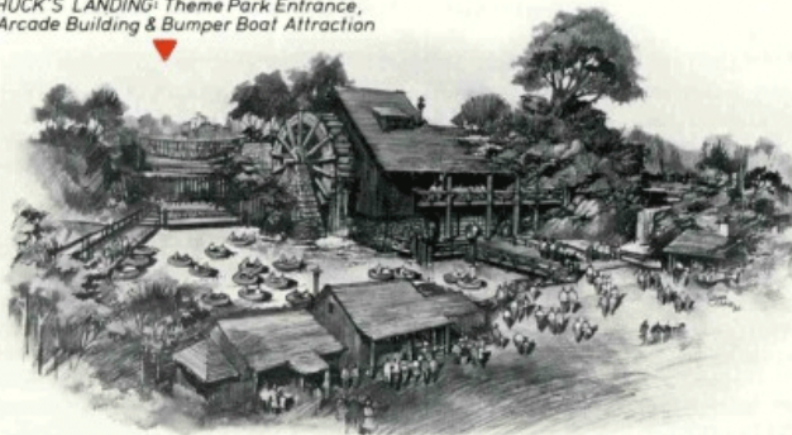
Huck's Landing parks will be themed around water-based activities—water slides, bumper boats, raft rides, tube rides, pools and beaches. In addition, there'll be plenty of restaurants, picnic facilities and miniature golf courses.

Water parks are today recognized by the financial



▲
HUCK'S LANDING:
Ol' Mudd's Island - Children's
Play & Activity Attraction

HUCK'S LANDING: Theme Park Entrance,
Arcade Building & Bumper Boat Attraction



Jim Benson, Vice-President of Project Development



▲
HUCK'S LANDING:
Miniature Golf Attraction

CARTER ENTERPRISES



community as an extremely viable industry, with a proven track record.


"Water parks, in general, have done very well in recent years, and research shows that the public responds particularly favorably to water-themed amusement activities," Benson explains, pointing out that most water parks today are "factory operations—few have tried to provide a quality themed environment, with the exception of Disney, Busch, and Silver Dollar City."

The aquatic Huck's Landing parks are being designed to utilize their natural surrounding to the optimum, combining manmade and natural elements in settings reminiscent of a bygone era. Land, rock and waterscaping will blend for a rich, textured rustic quality—Americana in its purest form.

In developing the network of Huck's Landing parks,

Benson is working with Economics Research Associates, the same group responsible for the original feasibility studies for Disneyland. Since then, the company has been instrumental in the development of such famous parks as Walt Disney World and Six Flags.


"The research they've done on potential sites has been extremely valuable," Benson says. He notes that one prospective site which had all the earmarks of a winner was ultimately shelved because of negative research findings.

Also in development under Benson's direction is a flagship operation in Las Vegas, a complex master, planned to incorporate a hotel/casino, retail center, restaurants, health club, and bowling center. The various elements of this mammoth project will roll out in phases, beginning with the theme park and hotel. 




development for Tom Carter Enterprises.



 **HUCK'S LANDING:**
Tube Slide & Ol' Swimming Hole Attractions



 **HUCK'S LANDING-LAS VEGAS:**
Themed Retail Shopping Complex



MEET THE CHARACTERS:

Huck's Landing Collectors' Poster #2

In the centerfold of this and every issue of the *Huck's Landing Gazette*, you'll find the official, limited edition, Series I Huck's Landing Collector's Poster (suitable for framing). If you would like an extra copy of this issue's poster, or if you missed one from a back issue, just drop us a note and we'll be happy to send you some.

For our Poster #2, we are pleased to present the two primary characters in the story of *Huck's Landing*: Huck himself, and his mentor, Ol' Mudd.

Huck is an innocent, loveable 10-year-old boy with a boundless sense of adventure and curiosity. His tousled, bright red hair and myriad freckles enhance his ever-smiling face. His large, blue eyes sparkle with energy and vitality. He wears a torn shirt and cut-off pants which expose his knobby knees, and his ill-fitting, ragged clothing only accents his long, lanky frame. He is always barefoot. Huck's face has an open, trusting quality. He cannot hide his emotions, and his naivete shows every time he asks a question.

Huck was rescued from a riverboat disaster as a toddler by Ol' Mudd, a turtle, and brought to Ol' Mudd's Island, where he was raised and educated by the animals whom he is fond of imitating. There he lives in Mudd's quaint treehouse. He has no knowledge of other humans. To him, Ol' Mudd's Island and the surrounding river are the world.

But, like all other boys, Huck longs for his own sense of identity. That curiosity leads him to fun, adventure, mischief, danger and, eventually, to the discovery of his true origin.

Ol' Mudd is a crotchety, sentimental, loveable old turtle. With his white beard, bushy eyebrows and his ever-present cane (more a prop than a necessity), Mudd is probably the oldest and wisest creature on the Mississippi, and he doesn't let anyone forget it. Due to his extensive river travels and self-learned ability to read, he has long been the leader and father of the island's inhabitants, and his current "paternal" frustrations revolve around Huck.

Ol' Mudd found room for Huck in his heart and his home, a delightful treehouse concocted of relics from Mudd's life on the river. The structure is the remains of an old riverboat wheel house, and Ol' Mudd has filled its many levels with artifacts from his journeys up and down the Mississippi, including a comprehensive library. With his large, sad eyes and shaky voice, and the smoke curling from his corn cob pipe, he often looks like a very serious old man.

Ol' Mudd's love for Huck makes him overly protective of the boy. Mudd's cynical view of man's "civilization" has caused him to keep Huck isolated and unaware of his human origin, but Ol' Mudd is caring enough as a teacher to know, deep down, that Huck must eventually learn the truth. 🐢

Letters, We Get Letters...

Praise is rolling in from all over the country for the premiere issue of the *Huck's Landing Gazette*. "All of our research and pre-planning is paying off handsomely," says Michael Sisson, President of Sisson Associates and Publishers of the *Gazette*. "We targeted our readership very carefully before we began, making sure that every issue was going to an influential person, a decision-maker in the manufacturing and retailing aspects of the licensing community. Our efforts are being rewarded with excellent feedback, both verbal and written. We are very gratified by the response so far."

Catharine Bushnell, Sisson Exec. VP and Executive Editor for the *Gazette* adds, "We tried very hard to maintain a sense of quality and visual unity between the *Huck's Landing* licensing advertising, the collateral pieces and the *Gazette*, in order to create a graphic identity for the property. Instant recognition is the best tool there is for promoting any concept properly. The response from the first issue is dramatic evidence that people are aware of what we're doing."

Bushnell also notes that the number of requests for additional subscriptions has been surprisingly large for a first issue. "It proves that copies are being passed around. They're not only being read by more than one person within a department, issues are finding their way out the door and into the hands of other interested people, as well."

Sisson states, "Whatever the reason, whether it's the graphics, the writing, or just the fact that the industry's ready for a good, strong, family property, the *Huck's Landing Gazette* is being noticed by a lot of people. We're extremely pleased." 🐢

HUCK'S LANDING SUPPORTS NATIONAL CHARITY


Tom Carter Enterprises is committed to kids. At the New York press debut of *Huck's Landing*, Tom Carter announced his support for the National Committee for the Prevention of Child Abuse and presented its Executive Director, Anne Cohn, with a check for \$10,000. According to Cohn, the contribution has been slated to be used for the finishing of a vital educational film for distribution in the schools.

Founded in 1972, the National Committee now has local chapters around the country sponsoring a wide range of public education programs including emergency aid systems, counseling hotlines, parent groups, children's education programs, research, aid for handicapped children and children of prison inmates.

According to Carter, the work of the Committee is

essential to the well-being of children everywhere. Ol' Mudd and several of the central characters in the Huck's Landing story are scheduled to participate in the Committee's annual fund-raising dinner in February. Popular entertainers Donny and Marie Osmond are slated to headline the event.

In addition to public appearances by Ol' Mudd and his friends both nationally and locally, a premiere performance of the Huck's Landing film will donate a portion of the proceeds to the Committee. Since April is National Child Abuse Prevention Month, all the Huck's licensees will be joining together in a coordinated month-long charity promotion, combining merchandising tie-ins, donation percentages and consumer awareness programs. Tom Carter Productions has even made arrangements with the Committee to supply illustrations of the Huck's crew for a series of informational brochures to begin production this month.

The people at Carter are really behind the National Committee for the Prevention of Child Abuse. If you would like to help, call Anne Cohn at (312) 663-3520. She'd love to hear from you. 


Carter Spins Off Disc Biz

Tom Carter and music producer Pat McBride have taken a major step toward the revolutionization of the children's record business.

The announcement was made by Carter and McBride at a recent press conference in New York City. Joining them in the venture is singer-songwriter-producer Dana Walden. In announcing this new direction in music, McBride indicated that its major thrust will be products with a more universal appeal aimed at the whole family. "We'll be developing musical entertainment with appeal not just to kids but to the entire family—music that's exciting and enjoyable for children and parents alike."

Success is no stranger to this talented group. The initial concept grew out of the successful creation of "Ms. Pac-Man, She Ran and She Ran" a popular single, produced by McBride and Walden under Tom Carter's executive supervision. Featuring Marty Ingels, the voice of Pac-Man on the popular Saturday morning series, the Ms. Pac-Man record is an excellent blend of children's entertainment and popular rhythm.

A dedicated family man, Tom Carter feels strongly about value and quality. He is confident that the innovative format of the project they have planned will constitute a whole new type of entertainment structure, generating many hours of activity for children and allowing adults to participate as well.

Plans are being made to continue this successful association with several other record projects, including the release of the soundtrack and related albums for Carter's Huck's Landing. 

Huck's Currents

Confound that Huck!! Ever'time he's needed ...like now...he makes himself scarcer than hen's teeth! He's supposed to tell ya somethin' about this here movie Tom Carter and his gang is makin' called "Huck's Landing". Serve that scallywag Huck good ifn' I up and changed the title on him...! Heh! Heh! 'Course, I was only joshin'...

Well, since Huck ain't around, I guess Ol' Mudd'll just have to tell you about this here movie picture. Err...while I got my jaw waggin', may as well tell ya 'bout somethin' else the Carter crew's workin' on. It's called...(ahem!)..."Ol' Mudd's Tales." Has a nice ring to it, don't it? Hee-hee!

"Huck's Landing" is comin' along real good. Them Carter folks are puttin' together a slam-bang excitin' movie about me an' Huck and how we come to meet...and how me, Beulah and Missy raised the boy from the time he was knee high to my cane. Mercy!! Seems like only yesterday Huck was on my back watchin' that ol' river-boat sinkin' in flames!

Showin' all the things me, Huck, Belvedere, Beulah and Missy been through is harder than me gettin' that boy to pick up after himself! Lots harder!! And it takes time. But the wait's gonna be worth it...yes, siree!!

Last I heard from my ol' friend Tom Carter was that the artists were workin' powerful hard on things they call storyboards...they're the little pictures that tell the story of the movie. Once that's done then some other artists called "animators" set to work makin' the pictures move. Sounds pretty complicated for an ol' mud turtle like me to understand...but ya get the idea.

Time seems to go mighty slow when yer waitin' fer somethin' big to happen. An' "Huck's Landing" is gonna be somethin' big awright!! Me an' Huck'll keep ya posted on how things are comin' with the movie in the months ahead.

Somethin' ya won't have to wait too long fer is "Ol' Mudd's Tales." You know me...I love learnin' and that's why I'm real excited by "Ol' Mudd's Tales." You'll be seein' it real soon...and yours truly will be hostin' it!

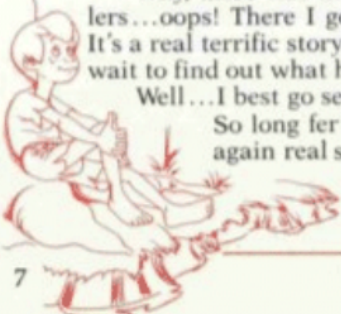
In each episode I'll tell an amazin' story based on lots of folk tales and fables I've picked up over the years. Yup!...I've been on this earth a good many years and some of the stories I've heard are thrillin'...not to mention educational.

Why, there was the one about these two fellers...oops! There I go gettin' ahead of myself. It's a real terrific story, but you're gonna have to wait to find out what happens till later.

Well...I best go see where Huck's run off to.

So long fer now. I'll be talkin' to you again real soon.

OL' MUDD





TAKE OFF WITH HUCK'S LANDING!

As we grow, we want you to grow with us. Each edition of Huck's Landing Gazette will be chock-full of the latest news and information to keep you up to date on the fast-breaking developments that surround this incredible project.

Our crackerjack editorial team is working around-the-clock to make sure our readers are kept aware of new products, special promotions, events and media premieres as, one by one, the many exciting elements of Huck's Landing unfold.

Let Huck's Landing work for you! Catch the current that's sweeping the country—there's plenty of room on our raft, and smooth sailing is guaranteed!

All aboard!!!

Spread the News! If you know someone who should be receiving Huck's Landing Gazette, let us know. We'll be happy to send them a complimentary life-time subscription. And remember—extra copies and back issues are always available. Just drop us a line and tell us how many you need. Our circulation manager guarantees speedy delivery!

For complimentary subscriptions or extra issues, just fill out, clip and send the coupons below to: Huck's Landing Gazette, % Sisson Associates, 300 East 40th Street, New York, New York 10016.

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